

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – August 5, 2015
3:00 pm – 5:00 pm**

Location: Kalispell Chamber

AGENDA

3:00 pm Meeting Called to Order: Janet Clark, Chairman of the Board

1. Hear from the Public

Members of the public are invited to present information related to the Tourism Business Improvement District. Presenters are limited to three (3) minutes each.

2. Board Action

- a) Approval of minutes from July 1, 2015
- b) TBID financial statements for June, 2015

3. Board Discussion

- a) Glacier Jazz Stampede
- b) Recap of High School Rodeo
- c) Dragon Boat update
- d) Other events
- e) Group, M&C updates
- f) Marketing updates

5:00 pm Meeting Adjourns

Enclosures: July 1, 2015 minutes
TBID financial statements for June 2015
STR Report
KCVB Updates
Spartan Race Post Report

For Further Information, Please Contact:

Janet Clark, Board Chairman jc@clarkmontana.com or 406-755-8100
Diane Medler, KCVB Director diane@discoverkalispell.com or 406-758-2808

2015 TBID Board Meeting Schedule (subject to change)

| | | | | | |
|-----------------------|-----------------------|---------------------|---------------------|-------------------|-------------------|
| January 14 | February 4 | March 11 | April 15 | May 13 | June 3 |
| July 1 | August 5 | September 2 | October 7 | November 4 | December 2 |

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.

Board of Directors Meeting
Kalispell Tourism Business Improvement District
Location: Kalispell Chamber of Commerce
July 1, 2015
3:00 pm – 5:00 pm
Location: Kalispell Chamber

Minutes

Board Members Present: Janet Clark, Vanessa Nordahl, Dawn Hendrickson, Gib Bissell, Karena Bemis, Dan Moderie

Board Members Absent: Lisa Brown

Staff Present: Diane Medler, Dawn Jackson, Vonnie Day

Meeting was called to order by Janet Clark, Board Chair, at 3:10 PM.

1. Hear from the Public – no public comment

2. Board Action
 - a. Approve minutes from the June 3, 2015 meeting:
Action: Motion was made by Gib Bissell to approve the minutes. Motion seconded by Dan Moderie.
Discussion: none. Board approved unanimously.
 - b. TBID financial statements for May, 2015:
Action: Motion made by Dan Moderie to approve the financial statements. Motion seconded by Dawn Hendrickson.
Discussion: none. Board approved unanimously.
 - c. Sponsorship request – Rocky Mountain Friesian Horse Show
Action: Motion made by Dawn Hendrickson to offer an in-kind promotion package in lieu of a cash sponsorship. Motion seconded by Gib Bissell.
Discussion: This is the event's first year with limited out-of-market draw. Low attendance projection will yield minimal hotel nights. Board approved unanimously.
 - d. Sponsorship request – Flathead Celtic Festival
Action: None
Discussion: Board recommended that grant request be revised to provide more information on out-of-market draw and potential hotel nights. Dawn will get more information from applicant. Board discussed need for scoring system to evaluate and rank future grant requests.

3. Board Discussion
 - a. Recap of High School Rodeo – the event attracted 214 contestants and their families for a period of 5 to 7 days and generated approximately 300 room nights.
 - b. Dragon Boat Festival – 53 teams have registered so far. A total of about 60 teams are projected. If the Lakeside venue works well this year, the number of teams participating can be increased. Tickets for The Dragon Bash are available on the website. With consideration given to paddler and race director feedback, this year's Captain's Briefing will be held at the race site, Friday, September 11 at 5pm. No welcome party will be held in conjunction with the briefing. The briefing will last about an hour, and then captains will be able to join their teams for dinner and evening activities. The Lakeside community is favorable toward the event. The approval of the road closure application is pending.

Meetings have been held with Emergency Services, Sheriff and Posse. Event sponsors are still needed.

- c. Other events - Representatives of The Event at Rebecca Farm, Jerome Broussard and Ruth Ackroyd, met with Joe, Dawn and Diane. They would like to become more involved in the community and make the venue more accessible for community events. CVB will host a table in the hospitality tent which will provide an opportunity to network with coaches, judges, contestants and associations. In support of the event, Diane will coordinate an ITRR survey utilizing our experienced event survey volunteers.

ACTION: Karena Bemis made a motion to purchase a \$500 Patron Pass Sponsorship for The Event at Rebecca Farm. The motion was seconded by Dawn Hendrickson and the Board approved unanimously.

- d. West Glacier Information Center – Whitefish Chamber and Glacier National Park Conservancy are spearheading a joint seasonal visitor information center in West Glacier. They are asking for a \$1,200 contribution to display brochures in the facility which will be staffed 4 hours per day by the Whitefish Chamber. The Board agreed to evaluate the operation this summer and consider participation for next year.
- e. Group, M&C updates – The Kalispell Beer and Wine Open yielded 17-18 room nights. Attendance was low. Organizer is looking at moving the event to April. Wrangler Team Roping generated 5-10 room nights. RFP from Chris Parsons for a Haas Technical Education Centers Conference in July, 2016 has been distributed. Kalispell Welcome bags can be ordered for groups by contacting Dawn Jackson. Advance notice is requested. Dawn has developed a flyer about group discounts for air and train travel for the POMA Conference in June, 2016. Six surveys have been received from Group Sales Committee members. Those who've submitted surveys say Wednesdays and Thursdays are the best meeting days. Contact Dawn for more information about the survey results. Amore will provide \$25 gift certificates to conference attendees. The Digital Meeting Kit is still under construction. Dawn is requesting ideas for unique local tours and activities suitable for groups.
- f. Marketing updates – Montana Office of Tourism is offering trade show grants for organizations other than CVBs. According to Star Report for May, the occupancy rate is up 16.3%, ADR is up 2.4% and YTD occupancy is up 9.3%. Kalispell occupancy is up significantly over similar locations. Growth in the numbers of hikers/bikers with early access to GNP and the Spartan Race were drivers of the increase in occupancy. It appears that potential negative impact of the weakness of the Canadian dollar is being offset by other gains. Discussions with LaQuinta continue and it looks promising that the property will join the TBID. The Wayfinding project is moving forward. Kalispell was featured in a recent food-focused article in Avenue Calgary which was supplemented by an ad and online coverage.

Meeting was adjourned at 4:15 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Diane Medler, CVB Director, diane@discoverkalispell.com or 406-758-2808

Kaliispell Tourism Business Improvement District
Board Attendance

2014

| | Jan 15 | Feb 5 | Mar 5 | Apr 2 | May 7 | Jun 11 | Jul 9 | Aug 6 | Sep 3 | Oct 1 | Nov 5 | Dec 5 |
|------------------|--------|-------|-------|-------|-------|--------|-------|-------|-------|-------|-------|-------|
| Bissell, Gib | X | X | X | X | | X | ~ | X | | X | X | |
| Bowman, Angie | X | ~ | X | X | | | | | | | | |
| Brown, Lisa | X | X | X | X | | X | ~ | ~ | | ~ | X | |
| Clark, Janet | X | X | X | X | | X | X | X | | X | X | |
| Fisher, Lori | ~ | X | X | X | | X | X | ~ | | | | |
| Moderie, Dan | X | ~ | X | X | | X | ~ | X | | X | ~ | |
| Nordahl, Vanessa | | | | | | | | | | | | |
| Walters, Chris | X | X | ~ | X | | ~ | X | X | | X | X | |

2015

| | Jan 14 | Feb 4 | Mar 11 | Apr 15 | May 13 | Jun 3 | Jul 1 | Aug 5 | Sep 2 | Oct 7 | Nov 4 | Dec 2 |
|-------------------|--------|-------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|
| Bemis, Karena | | | X | X | ~ | X | X | | | | | |
| Bissell, Gib | X | ~ | X | X | X | X | X | | | | | |
| Brown, Lisa | X | X | X | X | X | ~ | ~ | | | | | |
| Clark, Janet | X | X | X | X | X | X | X | | | | | |
| Hendrickson, Dawn | | X | ~ | X | X | X | X | | | | | |
| Moderie, Dan | X | X | X | X | X | ~ | X | | | | | |
| Nordahl, Vanessa | X | X | X | X | X | X | X | | | | | |
| Walters, Chris | ~ | X | | | | | | | | | | |

~ = Absent

X = Present

Kalispell Tourism Business Improvement District
Summary of Expenditures
August 5, 2015

TBID General Funds – Expense Summary June 2015

Admin:

Rent, Postage, Bookkeeping, Telephone, quarterly storage unit fee, monthly email hosting fee (June & July), name tag, misc. mileage/expenses

Website: maintenance

Consumer Marketing: photography from winter press trip; quarterly enews; social media admin and advertising; spring media buy; airport display design and stocking

Event: sponsorship to Kalispell Beer & Wine Open

Meetings & Convention: M&C FAM; POMA site visit; travel page design for guide

Publicity: seasonal slider stories; media request and ed cal pitches; Kalispell branded notebooks

KCVB Event Funds - Summary June 2015

Dragon Boat: (2015 - \$25,000 TBID)
Balance forward from 2014: (\$407.57)
Income - \$19,599.00
Expenses: \$11,725.47
Balance – \$7,465.96

Rodeo 2015: (2015 - \$30,000 TBID)
Balance forward from 2014: (\$158.53)
Income - \$152,843.02
Expenses - \$155,022.43
Balance – (\$2,337.94)

Spartan 2015: (2015 - \$25,000 TBID)
Balance forward from 2014: \$2,276.64
Income - \$35,749.62
Expenses – \$30,473.96
Balance - \$7,552.30

Pond 2015: (2015 - \$25,000 TBID)
Balance forward from 2014: \$37,424.34
Income – \$23,814.32
Expenses – 58,759.97
Balance – \$2,478.69

Tourism Business Improvement District
Balance Sheet
As of June 30, 2015

| | Jun 30, 15 |
|---------------------------------------|-------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| 1010 · Checking | 154,426.26 |
| Total Checking/Savings | 154,426.26 |
| Total Current Assets | 154,426.26 |
| Fixed Assets | |
| 1710 · Office Equipment | 3,954.84 |
| 1820 · Web Site Development | 25,230.44 |
| Total Fixed Assets | 29,185.28 |
| TOTAL ASSETS | 183,611.54 |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| 2000 · Accounts Payable | 25,301.36 |
| Total Accounts Payable | 25,301.36 |
| Total Current Liabilities | 25,301.36 |
| Total Liabilities | 25,301.36 |
| Equity | |
| 32000 · Unrestricted Net Assets | 185,015.10 |
| Net Income | -26,704.92 |
| Total Equity | 158,310.18 |
| TOTAL LIABILITIES & EQUITY | 183,611.54 |

Tourism Business Improvement District

07/23/15

Profit & Loss

Accrual Basis

June 2015

| | Jun 15 | Jul '14 - Jun 15 |
|--|------------------|-------------------|
| Income | | |
| 4000 · TBID Revenue | 91,860.00 | 547,724.00 |
| 4100 · Interest Income | 6.70 | 91.90 |
| Total Income | 91,866.70 | 547,815.90 |
| Expense | | |
| 5000 · Staffing | | |
| 5040 · Contract Labor | 2,500.00 | 22,144.01 |
| 5010 · Director | 6,423.56 | 89,771.88 |
| 5020 · Sales Manager | 5,097.68 | 57,770.98 |
| 5030 · Admin Assistant | 3,492.79 | 45,272.70 |
| Total 5000 · Staffing | 17,514.03 | 214,959.57 |
| 5100 · Administrative | | |
| 5350 · City of Kalispell Admin Fee | 0.00 | 5,435.00 |
| 5110 · Bank Fees | 4.00 | 35.83 |
| 5120 · Audit | 0.00 | 2,000.00 |
| 5125 · Bookkeeping | 140.00 | 2,248.75 |
| 5140 · Office Supplies | 250.33 | 2,852.94 |
| 5150 · Postage & Copies | 185.82 | 1,501.64 |
| 5160 · Rent | 700.00 | 7,995.00 |
| 5165 · Storage Unit | 180.00 | 720.00 |
| 5180 · Telephone | 191.17 | 2,945.18 |
| 5185 · Travel & Entertainment | 27.03 | 1,566.59 |
| 5190 · Technology Support | 100.00 | 604.00 |
| 5195 · Equipment (Software) | 0.00 | 23.88 |
| 5199 · Employee Search Exp | 0.00 | 88.86 |
| Total 5100 · Administrative | 1,778.35 | 28,017.67 |
| 5200 · Research & Education | | |
| 5230 · Organizational Memberships | 0.00 | 7,775.00 |
| 5210 · Smith Travel Reports | 0.00 | 5,500.00 |
| Total 5200 · Research & Education | 0.00 | 13,275.00 |
| 5250 · Web Site | | |
| 5270 · Maintenance & Enhancements | 170.00 | 8,815.30 |
| 5280 · SEO & SEM | 0.00 | 4,443.00 |
| Total 5250 · Web Site | 170.00 | 13,258.30 |
| 5400 · Consumer Marketing | | |
| 5405 · Photo and Video Library | 426.15 | 976.15 |
| 5420 · E-Marketing | 637.50 | 6,915.86 |
| 5430 · Social Media Admin & Adv | 1,064.29 | 11,588.61 |
| 5440 · Creative Services | 0.00 | 19,129.60 |
| 5450 · Media Buy Online | 896.75 | 36,903.28 |
| 5460 · Travel Show Attendance | 0.00 | 2,579.76 |
| 5470 · Trade Show Booth | 0.00 | 222.03 |
| 5480 · Airport VIC Kiosk | 950.00 | 1,550.00 |
| 5496 · Visitor Guide & Niche Brochures | 0.00 | 10,404.90 |
| 5400 · Consumer Marketing - Other | 0.00 | 2,550.00 |
| Total 5400 · Consumer Marketing | 3,974.69 | 92,820.19 |
| 5500 · Event Marketing | | |
| 5501 · Dragon Boat | 0.00 | 26,000.00 |
| 5502 · Spartan Event | 0.00 | 25,000.00 |
| 5509 · Pond Hockey | 0.00 | 25,000.00 |
| 5510 · Mt High School Rodeo Finals | 0.00 | 30,000.00 |
| 5511 · Western B Basketball | 0.00 | 5,679.98 |
| 5549 · Other Event Marketing | 500.00 | 21,995.90 |
| Total 5500 · Event Marketing | 500.00 | 133,675.88 |
| 5550 · Meetings & Conventions | | |

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07/23/15
Accrual Basis

Tourism Business Improvement District
Profit & Loss
June 2015

| | Jun 15 | Jul '14 - Jun 15 |
|--|-------------------------|--------------------------|
| 5565 · Trade Show, FAM Trips | 129.40 | 6,540.97 |
| 5567 · Meeting Planner FAM | 327.65 | 2,327.65 |
| 5570 · Incentive Program | 238.81 | 4,287.15 |
| 5574 · M&C Guide | 100.00 | 517.95 |
| 5583 · Customer Relationship Mgmt Syst | 0.00 | 1,000.00 |
| Total 5550 · Meetings & Conventions | 795.86 | 14,673.72 |
| 5650 · Publicity | | |
| 5660 · Travel Media FAM | 39.00 | 17,417.54 |
| 5665 · Press Releases | 2,550.00 | 24,256.20 |
| 5680 · Kalispell Merchandise | 584.09 | 2,066.63 |
| 5690 · Airline Subsidies | 5,000.00 | 10,000.00 |
| Total 5650 · Publicity | 8,173.09 | 53,740.37 |
| 6000 · Prior Fiscal Year Expense | 0.00 | 10,100.12 |
| Total Expense | 32,906.02 | 574,520.82 |
| Net Income | <u>58,960.68</u> | <u>-26,704.92</u> |

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07/23/15

Accrual Basis

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
July 2014 through June 2015

| | Jul '14 - Ju... | Budget | \$ Over Bud... | % of Budget |
|----------------------------------|-------------------|-------------|-------------------|---------------|
| Income | | | | |
| 4000 · TBID Revenue | 547,724.00 | 550,000.00 | -2,276.00 | 99.6% |
| 4100 · Interest Income | 91.90 | | | |
| Total Income | 547,815.90 | 550,000.00 | -2,184.10 | 99.6% |
| Expense | | | | |
| 5000 · Staffing | 214,959.57 | 190,400.00 | 24,559.57 | 112.9% |
| 5100 · Administrative | 28,017.67 | 28,650.00 | -632.33 | 97.8% |
| 5200 · Research & Education | 13,275.00 | 10,500.00 | 2,775.00 | 126.4% |
| 5250 · Web Site | 13,258.30 | 21,500.00 | -8,241.70 | 61.7% |
| 5400 · Consumer Marketing | 92,820.19 | 91,950.00 | 870.19 | 100.9% |
| 5500 · Event Marketing | 133,675.88 | 130,000.00 | 3,675.88 | 102.8% |
| 5550 · Meetings & Conventions | 14,673.72 | 36,000.00 | -21,326.28 | 40.8% |
| 5650 · Publicity | 53,740.37 | 41,000.00 | 12,740.37 | 131.1% |
| 6000 · Prior Fiscal Year Expense | 10,100.12 | | | |
| Total Expense | 574,520.82 | 550,000.00 | 24,520.82 | 104.5% |
| Net Income | <u>-26,704.92</u> | <u>0.00</u> | <u>-26,704.92</u> | <u>100.0%</u> |

KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Accrual Basis

| | DRAGON BOAT | POND HOCKEY | SPARTAN RACE | MT HS RODEO | WAYFINDING | TOTAL |
|-----------------------|-----------------|-----------------|-----------------|----------------|------------------|------------------|
| 2014 Balance Forward | (407.57) | 37,424.34 | 2,276.64 | (158.53) | 50,000.00 | 89,134.88 |
| January 2015 | 425.00 | 1,327.03 | 0.00 | (628.38) | 13,100.00 | 14,223.65 |
| February 2015 | (269.83) | (22,224.04) | 0.00 | (1,088.00) | 0.00 | (23,581.87) |
| March 2015 | 2,705.00 | (5,113.58) | 24,870.29 | 1,000.00 | 0.00 | 23,461.71 |
| April 2015 | 1,408.75 | (7,935.06) | (4,649.87) | 34,400.75 | 0.00 | 23,224.57 |
| May 2015 | 4,490.56 | (1,000.00) | (10,957.76) | 21,026.84 | 0.00 | 13,559.64 |
| June 2015 (to date) | (885.95) | 0.00 | (3,987.00) | (53,890.63) | 0.00 | (58,763.58) |
| EVENT BALANCES | 7,465.96 | 2,478.69 | 7,552.30 | 662.05 | 63,100.00 | 81,259.00 |

Kalispell Chamber of Commerce
KCVB P&L by Class
January through June 2015

| | Boat | Hockey | Spartan | HS Rodeo | Wayfinding Grant | TOTAL |
|---|------------------|------------------|------------------|-------------------|------------------|-------------------|
| Income | | | | | | |
| 4700.00 · Special Events | | | | | | |
| 4225.00 · Beverage Sales | 0.00 | 0.00 | 9,783.37 | 0.00 | 0.00 | 9,783.37 |
| 4550.00 · Merchandise | 0.00 | 0.00 | 0.00 | 2,098.00 | 0.00 | 2,098.00 |
| 4650.00 · Parking/Camping | 0.00 | 0.00 | 0.00 | 41,795.02 | 0.00 | 41,795.02 |
| 4700.10 · Registrations | 19,099.00 | 12,550.00 | 0.00 | 43,500.00 | 0.00 | 75,149.00 |
| 4850.00 · Sponsors | 500.00 | 4,500.00 | 25,000.00 | 50,050.00 | 0.00 | 80,050.00 |
| 4900.00 · Ticket Sales | 0.00 | 0.00 | 0.00 | 11,750.00 | 0.00 | 11,750.00 |
| 4925.00 · Vendor Fee | 0.00 | 0.00 | 450.00 | 3,650.00 | 0.00 | 4,100.00 |
| 4945.00 · Other Events Revenue | 0.00 | 0.00 | 516.25 | 0.00 | 0.00 | 516.25 |
| Total 4700.00 · Special Events | 19,599.00 | 17,050.00 | 35,749.62 | 152,843.02 | 0.00 | 225,241.64 |
| 4400.00 · Grants & Contributions | | | | | | |
| 4400.10 · Grants | 0.00 | 6,764.32 | 0.00 | 0.00 | 13,100.00 | 19,864.32 |
| Total 4400.00 · Grants & Contributions | 0.00 | 6,764.32 | 0.00 | 0.00 | 13,100.00 | 19,864.32 |
| Total Income | 19,599.00 | 23,814.32 | 35,749.62 | 152,843.02 | 13,100.00 | 245,105.96 |
| Expense | | | | | | |
| 5000.00 · Direct Program | | | | | | |
| 5000.10 · Purchases | 0.00 | 0.00 | 0.00 | 1,000.00 | 0.00 | 1,000.00 |
| 5010.00 · Advertising & Marketing | 1,320.79 | 6,232.06 | 912.00 | 5,118.22 | 0.00 | 13,583.07 |
| 5020.00 · Apparel | 0.00 | 585.00 | 0.00 | 0.00 | 0.00 | 585.00 |
| 5040.00 · Awards & Recognition | 0.00 | 25.00 | 0.00 | 30,085.54 | 0.00 | 30,110.54 |
| 5140.00 · Contract Labor | 0.00 | 1,251.81 | 0.00 | 30.00 | 0.00 | 1,281.81 |
| 5180.00 · Catering | 0.00 | 0.00 | 4,029.70 | 0.00 | 0.00 | 4,029.70 |
| 5320.00 · Leased Equipment/Space | 600.00 | 13,155.22 | 11,112.90 | 30,460.43 | 0.00 | 55,328.55 |
| 5440.00 · Participant's Materials/Exp | 0.00 | 432.00 | 0.00 | 596.45 | 0.00 | 1,028.45 |
| 5460.00 · Permits & Fees | 300.00 | 2,978.00 | 520.00 | 129.00 | 0.00 | 3,927.00 |
| 5480.00 · Event Performers | 0.00 | 0.00 | 0.00 | 3,500.00 | 0.00 | 3,500.00 |
| 5540.00 · Promotor Fee | 5,500.00 | 12,352.53 | 3,050.00 | 0.00 | 0.00 | 20,902.53 |
| 5670.00 · Supplies | 0.00 | 657.56 | 171.59 | 7,805.46 | 0.00 | 8,634.61 |
| Total 5000.00 · Direct Program | 7,720.79 | 37,669.18 | 19,796.19 | 78,725.10 | 0.00 | 143,911.26 |
| 5600.00 · Salaries & Employee Benefits | | | | | | |
| 5620.00 · Employee Benefits | 0.00 | 333.75 | 0.00 | 333.75 | 0.00 | 667.50 |

Kalispell Chamber of Commerce
KCVB P&L by Class
January through June 2015

| | Boat | Hockey | Spartan | HS Rodeo | Wayfinding Grant | TOTAL |
|--|-----------|------------|-----------|------------|------------------|------------|
| Total 5600.00 · Salaries & Employee Benefits | 0.00 | 333.75 | 0.00 | 333.75 | 0.00 | 667.50 |
| 5060.00 · Bank Fees & Service Charges | | | | | | |
| 5060.10 · Bank & Credit Card Fees | 0.00 | 64.90 | 0.00 | 1,260.93 | 0.00 | 1,325.83 |
| Total 5060.00 · Bank Fees & Service Charges | 0.00 | 64.90 | 0.00 | 1,260.93 | 0.00 | 1,325.83 |
| 5560.00 · Building & Maintenance | 165.00 | 0.00 | 0.00 | 1,030.00 | 0.00 | 1,195.00 |
| 5260.00 · Insurance | 2,788.75 | 1,173.38 | 1,649.75 | 840.00 | 0.00 | 6,451.88 |
| 5160.00 · Contributions & Scholarships | | | | | | |
| 5160.10 · Contributions | 0.00 | 1,750.00 | 4,000.00 | 1,000.00 | 0.00 | 6,750.00 |
| Total 5160.00 · Contributions & Scholarships | 0.00 | 1,750.00 | 4,000.00 | 1,000.00 | 0.00 | 6,750.00 |
| 5520.00 · Professional Fees | | | | | | |
| 5780.00 · Web Site | 595.00 | 0.00 | 0.00 | 179.88 | 0.00 | 774.88 |
| 5520.10 · Professional Services | 257.50 | 7,702.75 | 1,400.00 | 62,847.85 | 0.00 | 72,208.10 |
| Total 5520.00 · Professional Fees | 852.50 | 7,702.75 | 1,400.00 | 63,027.73 | 0.00 | 72,982.98 |
| 5360.00 · Meetings | 25.00 | 0.00 | 0.00 | 0.00 | 0.00 | 25.00 |
| 5500.00 · Printing & Publications | 0.00 | 1,057.00 | 140.26 | 5,445.75 | 0.00 | 6,643.01 |
| 5760.00 · Utilities & Phone | | | | | | |
| 5120.00 · Communications | 93.38 | 0.00 | 0.00 | 0.00 | 0.00 | 93.38 |
| 5760.10 · Utilities | 0.00 | 0.00 | 0.00 | 255.38 | 0.00 | 255.38 |
| Total 5760.00 · Utilities & Phone | 93.38 | 0.00 | 0.00 | 255.38 | 0.00 | 348.76 |
| 5400.00 · Miscellaneous | | | | | | |
| 5580.00 · Research & Surveys | 0.00 | 700.00 | 350.00 | 415.00 | 0.00 | 1,465.00 |
| Total 5400.00 · Miscellaneous | 0.00 | 700.00 | 350.00 | 415.00 | 0.00 | 1,465.00 |
| 5420.00 · Office | | | | | | |
| 5420.10 · Office Supplies | 0.00 | 388.90 | 216.22 | 633.44 | 0.00 | 1,238.56 |
| Total 5420.00 · Office | 0.00 | 388.90 | 216.22 | 633.44 | 0.00 | 1,238.56 |
| 5740.00 · Travel | | | | | | |
| 5740.10 · Travel/Mileage | 80.05 | 1,600.69 | 160.08 | 684.41 | 0.00 | 2,525.23 |
| 5720.00 · Transportation | 0.00 | 6,023.00 | 0.00 | 0.00 | 0.00 | 6,023.00 |
| 5380.00 · Meals (Staff/Volunteers) | 0.00 | 296.42 | 2,761.46 | 1,370.94 | 0.00 | 4,428.82 |
| Total 5740.00 · Travel | 80.05 | 7,920.11 | 2,921.54 | 2,055.35 | 0.00 | 12,977.05 |
| Total Expense | 11,725.47 | 58,759.97 | 30,473.96 | 155,022.43 | 0.00 | 255,981.83 |
| Net Income | 7,873.53 | -34,945.65 | 5,275.66 | -2,179.41 | 13,100.00 | -10,875.87 |

| DiscoverKalispell.com | Q4 (Apr - Jun 2015) | % change vs. Q4 2014 |
|---|--|---------------------------------|
| Unique Visits | 35,885 | 31.29% |
| Page Views | 95,380 | 22.62% |
| Pg/Visit | 2.2 | -6.65% |
| New Visits | 34,725 | 31.49% |
| | Pgs/session = 2.22 | Avg Duration = 01:54 |
| Returning Visitor | 8,594 | 30.87% |
| | Pgs/Session = 2.14 | Avg Duration = 02:09 |
| Devices | | |
| desktop | visits = 22,756 | 22.55% |
| mobile | visits = 13,115 | 63.53% |
| | pages/visit = 1.69 | 4.57% |
| | avg duration = 1.18 | 7.76% |
| tablet | visits = 7,448 | 16.59% |
| | pages/visit = 2.39 | -3.32% |
| | avg duration = 2:28 | -9.01% |
| Referring Sites | City of Kalispell; trip advisor; downtownkalispell, visitmt, Facebook, banner ads, kalispellchamber, mtrodeo, calgary herald | |
| Visits by Location | US = 32,808 / +41.82% | |
| | US MT, CA, WA, UT, TX, CO, FL, OR, MN, IL (largest increase from UT) | |
| Canadian Provinces | CANADA = 9,047 / +1.96% | Saskatchewan = 12.77% |
| | Alberta = 2.04% | Ontario = 25.16% |
| | British Columbia = -10.30% | Quebec = 65.79% |
| | | |
| Social Media | | |
| Discover Kalispell | Total Likes 30,147 | Avg reach/day = 4,974 (organic) |
| Twitter - 1,654 followers | Instagram - 318 followers | You Tube - 187 subscribers |
| | | |
| Spring Online Campaign | May 23 - June 30, 2015 | |
| Total impressions = 1,047,367 | Clicks = 1,165 | CTR = 0.291% |
| Media: Spokesman.com, CalgaryHerald.com, Trip Advisor, Avenue Calgary | | |
| | | |
| Spring Quarterly ENews | | |
| Total recipients = 2,280 | Avg open rate = 58.27% | Avg Clicks = 25.20% |
| | | |

Montana Spartan Race 2015

Event Summary Report Kalispell Convention and Visitors Bureau

Spartan Race is the leader in obstacle race courses around the world. Spartan returned to the Flathead Valley May 9 & 10, 2015 for the third year of competition. Again this year the race was held in Bigfork at Quarter Circle Ranch. Saturday May 9th featured the Spartan Beast - 14 miles, 5,000 ft elevation gain, 30+ obstacles. Sunday, May 10th featured the Spartan Sprint—4+ miles, 20+ obstacles. NBC Sports was onsite to film the Montana race as one of five Spartan Races filmed in the 2015 season. The hour long feature will air July 21st.

Adult Racers: Beast = 2,800; Sprint = 4,200 = Total 7,000 racers. 86% from out of market (100 miles or more away).
48 states plus District of Columbia represented plus 4 Canadian provinces as well as Japan and New Zealand

Kid Racers: 890

Spectators: 4,000

Event Economic Impact: \$4,141,228 was created and spent in the Flathead Valley from this event. The University of Montana Institute for Tourism and Recreation Research provided intercept surveys and compiled the spending and performance data to help identify this value.

Performance Measures:

Out of county residents spent average of 3.41 nights in Montana and 1.30 nights (on average) were in Kalispell.

44% of survey respondents that were out of county visitors reported this being their first time visiting the Flathead Valley

64% of survey respondents reported staying in hotel/motel/B&B

Mean age of survey respondents was 39 years old. Largest age group represented was 25-34 years old

86% of survey respondents stated they would return to the Spartan Race next year





Dawn Jackson
Group Sales Manager
June 27-July 31, 2015

The Event at Rebecca Farm-Helped coordinate the volunteers to do the survey training for Friday & Saturday. Set up Kalispell Information table in the Hospitality tent and manned the table. Our team worked on the spectator surveys and they received a total of 461. 241 Spectators, 61 Vendors, 78 Competitor and families, 64 Volunteers, 12 Officials, 5 Other. The report should be back in about 3 months.

Provided and distributed over 200 Welcome Bags for groups.

Working with the Kalispell Downtown Association to help support their September conference for Montana Downtown Association. We will have a information table set up, help with Agritourism breakout session, prize for their Instagram Scavenger Hunt, extra goodies for the welcome bags, helping them welcome attendees at their reception and downtown walking tour.

Working with Partners Creative for a meeting website and digital meeting guide. Gathering the logistics and basic information together to apply for a grant with the MT Office of Tourism. The grant is for Tourism Digital Development Grant. If selected they will pay up to half of the cost.

IMEX-beginning to make plans for the booth with Glacier Country, WF CVB, Missoula CVB and Billings CVB. IMEX is October 11-15, 2015 We are putting together a collateral piece with all of our information. This year we will be making our own appointments and providing our own gift. Working with partners on creative ideas for the booth.

RFP and Room Requests submitted for July:

HTEC-Haas Technical Education Center
Governors Highway Safety Association Board of Directors
Parknet
Sage Sales Meeting
Government Agency
Flathead Celtic Agency
Top 20-Lorens Auto Repair
MT State Parks Division Meeting
Glacier Jazz Stampede

Meetings/Events Attended (not listed):

TBID Officers Meeting
Events at Rebecca Farms- Coordinating the volunteers
Lakeside Chamber After Hours
Kalispell Downtown Planning Session
Partners Creative-Planing for a Digital Meeting Guide

Site Visits

Glacier Sun Winery

Continuing Projects not listed

Downloadable meeting packet for the website/Digital Meeting Guide

2016 Governors Conference

2015 Dragon Boat Bash Committee and Sponsorships

POMA Planning

Working with John Penzien for a 2016 Family Reunion

Reviewing the event/program application and scoring criteria for event requests

Group Sales meeting agenda for September

July 2015

| RFP'S/ REQUESTS SUBMITTED | Date Submitted | Meeting Date or Event Date | Estimated # of room nights | Meeting Events/Space & F & B opportunity | # Hotels that Submitted proposals or offered a rate | # of Properties RFP Sent or Requested | Industry | Proposed Decision Date | Final decision | Comments |
|--|----------------|----------------------------|----------------------------|--|---|---------------------------------------|-------------|------------------------|------------------|--|
| HTEC-Haas Technical Education Center | 7/1/2015 | July 2017 | 430 | YES | 4 | All | Corporate | August 2015 | | Chris Parson with EVCC will go and present this in July at Calpoly. Multiple hotels have been used in previous conferences. |
| Governor Highway Safety Association-Board of Directors | 7/20/2015 | June 2016 | 60 | YES | 2 | 4 | Association | August 2015 | | Coordinator wanted just the properties where meetings could be held presented in the bid. |
| Parknet-CVENT | 7/21/2015 | January 2016 | 60 | YES | 4 | All | Corporate | August 2015 | Another property | We didn't make the shortlist-they were looking at Resort at Paws Up and Ranch at Rock Creek. |
| Sage Sales Meeting-CVENT | 7/22/2015 | September 2015 | 60 | YES | 4 | 4 | Corporate | August 2015 | | Planner requested only properties with meeting space to be in the bid. |
| Secret Service Agency | 7/20/2015 | July 2015 | 22 | NO | 1 | 2 | Government | July 2015 | Hilton | Requested properties as close to Bigfork as possible. BW Flathead Lake Inn & Suites and Hilton were requested. |
| Flathead Celtic Festival | 7/28/2015 | September 19, 2015 | Rate Quote | NO | 10 | All | Event | July 2015 | | This is the 1st annual event and planner wanted multiple options for participants to choose. The event is held at Herron park. |
| Top 20-Loren's Auto Repair | 7/20/2015 | August 2015 | 46 | NO | 2 | 2 | Corporate | FINAL | | Group planner requested properties closest to Loren's, Hampton and Comfort Inn-sent information direct to planner to follow up with properties |
| MT State Parks Division Meeting | 7/28/2015 | March 2016 | 285 | YES | 3 | All | Government | August 2015 | | Larger group and wanted to be all at one property |

GROUPS AWARDED/RATE QUOTES

| | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |

LEADS BEING WORKED

| MT Rocky Mountain Association of Fairs | Meeting Date | Rate Quote | Meeting Opportunity | Hotels Submitted | Properties Requested | Industry | Decision Date | Final decision | Comments |
|--|---------------|------------|---------------------|------------------|----------------------|-------------|---------------|----------------|----------|
| | November 2020 | 940 | YES | TBD | TBD | Association | November 2016 | | |
| | | | | | | | | | |
| | | | | | | | | | |

SPECIAL EVENT ROOMS

| | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | | |
| | | | | | | | | | | |

LOST BUSINESS from previous months

| | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |

TURNED DOWN BUSINESS

| JDA Software | Date Submitted | Meeting Date or Event Date | Estimated # of room nights | Meeting Events/Space & F & B opportunity | # Hotels that Submitted proposals or offered a rate | # of Properties RFP Sent or Requested | Industry | Proposed Decision Date | Final decision | Comments |
|--------------|----------------|----------------------------|----------------------------|--|---|---------------------------------------|-----------|------------------------|----------------|---|
| | TD | Apr-17 | 103 | YES | N/A | N/A | Incentive | TD | | RFP through CVENT Planner was looking for a 5 diamond property and lots of outdoor activity options for April |

Glacier Sun Winery

They are owned in conjunction with the Apple Barrel by David and Dana Cordell since 1996. Glacier Sun Winery is a small batch winery that produces several styles of wine from cheerful summer whites to a bold Cabernet Sauvignon, and many in between. They host events, wine tastings, local artist exhibits, art shows, classes and are able to cater them or have catering brought in. Their harvest time is July for fruit wines and September and October for grapes. Fruit wines are sourced from the Apple Barrel. Huckleberries are local. They get their grapes from Washington- Mattawa.

Local Art Exhibits-they show 5-10 artists at one time. They will combine art shows and wine tastings featuring the local artist.

Events-they can host events, birthdays, receptions, classes, barrel tastings, wine and cheese pairing. The winery can hold 15-25 ppl and the event room can hold up to 50 ppl. They do have a catering menu and can host heavy appetizers they don't do entrée's. They have music in the summer every Saturday from 2-5 and it is called Saturday Sangria.

- To rent the rooms you must purchase wine and food. Tastings are typically free. They will waive the meeting room cost as long as you purchase the wine and food.
- They are partnering with Stumptown Art Studio for Canvas and Cocktail parties.

They will cater off site and do wine tastings and the pricing is:

\$10 per person for a selection of 5 different types of appetizers

10% off 1 case

15% off over a case

Annual Events:

Hunters Widow-opening weekend of hunting

Summer Soltice

Fall Harvest party-they have a cider making class for the kids

Bottling parties-they will post online-Spring and Fall there is no cost for those and you actually get to bottle the wine.

Other events:

Release parties of new wines-October and Spring for the fruit and white wines

Sangria Saturday every Saturday in the summer accompanied with music

They can do custom wine labels with a notice of 3 weeks or more. The minimum order is 1 case.

Products and services include:

Market of fruit and veggies

Wines

Deli

Montana Made products

Specialty products from around the world

Kitchen Essentials

Group activities and ideas:

Wine Tasting

Wine and Cheese Pairing

Cider Making-Fall only

Bottling party-specific times only

Custom labels for groups

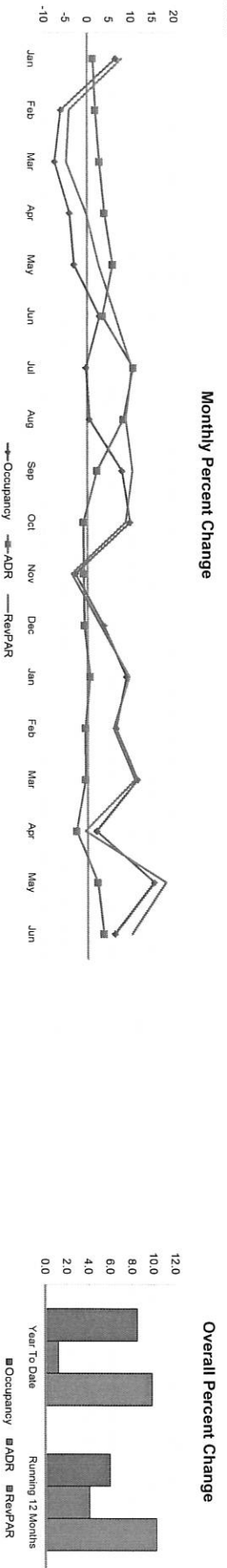
Canvas and Cocktail Party

Cooking classes for pie making

Art and wine show/reception

Purchase items for a gift basket for groups-all Montana made

7/2015



| | 2014 | | | | | | | | | | | | 2015 | | | | | | | | | | | | Year To Date | | | Running 12 Months | | |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------|--------------|------|------------|-------------------|------------|------------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | 2013 | 2014 | 2015 | 2013 | 2014 | 2015 |
| Occupancy (%) | 30.3 | 38.8 | 36.6 | 38.5 | 47.9 | 66.2 | 86.9 | 88.1 | 80.0 | 68.1 | 73.5 | 50.3 | 37.7 | 33.6 | 33.1 | 41.4 | 40.8 | 38.3 | 43.7 | 44.1 | 44.1 | 43.4 | 47.0 | 2013 | 2014 | 2015 | 53.1 | 51.7 | 54.8 | |
| ADR | 28.5 | 41.3 | 38.6 | 40.1 | 48.4 | 66.3 | 86.9 | 88.1 | 80.0 | 68.1 | 73.5 | 50.3 | 37.7 | 33.6 | 33.0 | 38.8 | 38.6 | 38.5 | 43.7 | 44.1 | 44.1 | 43.4 | 47.0 | 2013 | 2014 | 2015 | 51.9 | 53.1 | 51.7 | |
| RevPAR | 6.6 | -0.0 | -7.4 | -4.0 | -3.0 | 2.9 | -0.3 | 0.5 | 8.0 | 9.8 | -2.7 | -2.7 | -2.7 | -2.7 | 9.0 | 6.6 | 11.5 | 2.1 | 19.3 | 19.3 | 19.3 | 19.3 | 19.3 | 2013 | 2014 | 2015 | 7.3 | 7.3 | -2.5 | |
| Supply | 22.87 | 29.84 | 27.74 | 29.44 | 41.37 | 70.66 | 126.19 | 128.01 | 76.47 | 40.19 | 28.53 | 25.49 | 25.49 | 25.49 | 25.65 | 31.63 | 30.77 | 29.30 | 48.84 | 48.84 | 48.84 | 48.84 | 48.84 | 2013 | 2014 | 2015 | 48.97 | 50.75 | 55.95 | |
| Demand | 15.583 | 18.009 | 18.815 | 19.145 | 24.589 | 33.917 | 45.866 | 46.403 | 38.559 | 49.740 | 51.388 | 51.388 | 51.388 | 51.388 | 18.993 | 19.197 | 20.984 | 19.552 | 28.387 | 28.387 | 28.387 | 28.387 | 28.387 | 2013 | 2014 | 2015 | 66.8 | 30.7 | 60.5 | |
| Revenue | 1,174,655 | 1,384,237 | 1,424,831 | 1,493,418 | 2,174,855 | 3,512,657 | 6,485,656 | 6,579,576 | 3,893,487 | 2,085,654 | 1,438,783 | 1,310,167 | 1,310,167 | 1,310,167 | 1,288,280 | 1,468,401 | 1,581,442 | 1,457,485 | 2,510,215 | 2,510,215 | 2,510,215 | 2,510,215 | 2,510,215 | 2013 | 2014 | 2015 | 27,815,288 | 30,377,534 | 33,863,007 | |
| Census % | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 2013 | 2014 | 2015 | 25,920,598 | 27,815,288 | 27,815,288 |
| Rooms Participating | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 90.5 | 2013 | 2014 | 2015 | 7.3 | 7.3 | 11.5 | |

Source: 2015 STR, Inc.

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Tab 4 - Multi-Segment

Kalspell Area CVB
For the month of: June 2015

Currency: USD - US Dollar

| | Current Month - June 2015 vs June 2014 | | | | | | | | | | | | Year to Date - June 2015 vs June 2014 | | | | | | | | | | | | Participation | | | |
|-----------------------------|--|------|--------|--------|--------|--------|-------------------------------|-----|--------|------|-------|------|---------------------------------------|------|------------------------------|--------|--------|--------|--------|------|-------|------|--------|--------|---------------|--------|------|------|
| | Occ % | | ADR | | RevPAR | | Percent Change from June 2014 | | Room | | Room | | Room | | Percent Change from YTD 2014 | | Room | | Room | | Rooms | | | | | | | |
| | 2015 | 2014 | 2015 | 2014 | 2015 | 2014 | Occ | ADR | RevPAR | Rev | Avail | Sold | 2015 | 2014 | 2015 | 2014 | Occ | ADR | RevPAR | Rev | Avail | Sold | Census | Sample | Census | Sample | | |
| Kalspell, MT+ | 72.5 | 68.2 | 107.41 | 103.57 | 77.89 | 70.66 | 6.3 | 3.7 | 10.2 | 10.3 | 0.1 | 6.3 | 47.0 | 43.4 | 86.27 | 85.23 | 40.59 | 36.96 | 8.5 | 1.2 | 9.8 | 9.9 | 0.1 | 8.5 | 20 | 15 | 1658 | 1448 |
| Missoula, MT+ | 75.2 | 73.3 | 95.16 | 92.50 | 71.60 | 67.77 | 2.7 | 2.9 | 5.7 | 8.6 | 2.7 | 5.5 | 56.0 | 53.2 | 85.88 | 83.61 | 48.09 | 44.49 | 5.2 | 2.7 | 8.1 | 11.1 | 2.8 | 8.1 | 43 | 26 | 3222 | 2320 |
| Butte, MT+ | 68.6 | 66.5 | 92.43 | 90.88 | 63.41 | 60.42 | 3.2 | 1.7 | 5.0 | 4.9 | -0.1 | 3.1 | 47.0 | 45.7 | 84.96 | 83.72 | 39.93 | 38.27 | 2.8 | 1.5 | 4.3 | 4.3 | -0.0 | 2.8 | 14 | 10 | 1249 | 972 |
| Bozeman, MT+ | 87.8 | 85.4 | 118.26 | 110.44 | 103.87 | 94.32 | 2.8 | 7.1 | 10.1 | 16.1 | 5.4 | 8.4 | 62.6 | 60.3 | 92.87 | 89.08 | 58.10 | 53.68 | 3.8 | 4.3 | 8.2 | 13.1 | 4.5 | 8.5 | 30 | 17 | 2266 | 1490 |
| Whitefish, MT+ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rapid City, SD | 84.9 | 85.3 | 120.65 | 111.14 | 102.48 | 94.80 | -0.4 | 8.6 | 8.1 | 10.7 | 2.4 | 2.0 | 51.2 | 51.5 | 86.05 | 81.85 | 44.09 | 42.13 | -0.4 | 5.1 | 4.7 | 5.5 | 0.8 | 0.4 | 14 | 1 | 6218 | 4546 |
| Park City, UT+ | 61.1 | 61.7 | 159.89 | 153.75 | 97.65 | 94.92 | -1.1 | 4.0 | 2.9 | 2.8 | -0.1 | -1.1 | 51.3 | 51.6 | 302.78 | 288.42 | 155.41 | 148.77 | -0.5 | 5.0 | 4.5 | 4.4 | -0.0 | -0.5 | 34 | 17 | 3843 | 2484 |
| Helena/Great Falls, MT | 69.1 | 68.1 | 87.10 | 87.06 | 60.21 | 59.27 | 1.5 | 0.1 | 1.6 | 1.6 | -0.0 | 1.5 | 57.7 | 55.0 | 82.75 | 84.43 | 47.73 | 46.46 | 4.8 | -2.0 | 2.7 | 2.7 | -0.0 | 4.8 | 50 | 36 | 3852 | 3258 |
| Coeur D'Alene, ID+ | 76.1 | 71.5 | 154.30 | 146.95 | 117.46 | 105.02 | 6.5 | 5.0 | 11.9 | 11.9 | 0.0 | 6.5 | 54.5 | 50.0 | 115.61 | 113.72 | 62.95 | 56.91 | 8.8 | 1.7 | 10.6 | 10.6 | 0.0 | 8.8 | 21 | 14 | 1762 | 1565 |
| Sandpoint, ID+ | 66.8 | 61.7 | 111.38 | 108.24 | 74.38 | 66.80 | 8.2 | 2.9 | 11.3 | 11.3 | 0.0 | 8.2 | 48.7 | 46.4 | 90.51 | 87.84 | 44.09 | 40.77 | 5.0 | 3.0 | 8.1 | 8.1 | 0.0 | 5.0 | 8 | 4 | 396 | 244 |
| Bend, OR+ | 82.9 | 77.9 | 128.97 | 120.31 | 106.95 | 93.69 | 6.5 | 7.2 | 14.2 | 18.8 | 4.1 | 10.8 | 66.2 | 60.9 | 110.25 | 103.95 | 72.93 | 63.31 | 8.6 | 6.1 | 15.2 | 21.0 | 5.0 | 14.1 | 40 | 20 | 2808 | 1662 |
| Spokane, WA+ | 64.6 | 73.2 | 107.00 | 103.67 | 69.11 | 75.85 | -11.7 | 3.2 | -8.9 | 4.0 | 14.1 | 0.7 | 59.9 | 59.7 | 100.46 | 95.79 | 60.17 | 57.15 | 0.4 | 4.9 | 5.3 | 7.0 | 1.7 | 2.1 | 56 | 35 | 6416 | 5510 |
| Billings, MT+ | 74.5 | 86.8 | 99.20 | 99.05 | 73.90 | 86.00 | -14.2 | 0.1 | -14.1 | -5.0 | 10.6 | -5.1 | 58.4 | 64.2 | 91.22 | 90.12 | 53.25 | 57.83 | -9.0 | 1.2 | -7.9 | 0.8 | 9.5 | -0.4 | 51 | 34 | 4584 | 3691 |
| Economy Class+ | 64.7 | 61.3 | 71.67 | 71.64 | 46.36 | 43.93 | 5.5 | 0.0 | 5.5 | 5.7 | 0.1 | 5.6 | 37.5 | 34.7 | 59.55 | 59.02 | 22.31 | 20.49 | 7.9 | 0.9 | 8.9 | 9.0 | 0.1 | 8.1 | 10 | 6 | 774 | 570 |
| Mid/Upper Up/Upscale Class+ | 78.3 | 72.8 | 133.30 | 125.98 | 104.41 | 91.75 | 7.5 | 5.8 | 13.8 | 13.8 | 0.0 | 7.5 | 56.1 | 51.0 | 101.44 | 99.84 | 56.91 | 50.93 | 10.0 | 1.6 | 11.8 | 11.8 | 0.0 | 10.0 | 6 | 5 | 531 | 525 |

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